

01-08-01

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U.S.P.T.O.  
01/05/01

PTO/SB/05 (4/98)

Approved for use through 09/30/2000, OMB 0651-0032  
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCEPlease type a plus sign (+) inside this box → 

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# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No. ISAA0011

First Inventor or Application Identifier Sandholm et al.

Title Multi-Channel Marketing Database Development...

Express Mail Label No. EL540886967US

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## APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1.  \* Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2.  Specification [Total Pages 104]
  - Descriptive title of the Invention
  - Cross References to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to Microfiche Appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
3.  Drawing(s) (35 U.S.C. 113) [Total Sheets 4]
4. Oath or Declaration [Total Pages 2]
  - a.  Newly executed (original or copy)
  - b.  Copy from a prior application (37 C.F.R. § 1.63(d))  
(for continuation/divisional with Box 16 completed)
    - i.  DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

**\* NOTE FOR ITEMS 1 & 13: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).**

ADDRESS TO: Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

5.  Microfiche Computer Program (Appendix)
6. Nucleotide and/or Amino Acid Sequence Submission  
(if applicable, all necessary)
  - a.  Computer Readable Copy
  - b.  Paper Copy (identical to computer copy)
  - c.  Statement verifying identity of above copies

## ACCOMPANYING APPLICATION PARTS

7.  Assignment Papers (cover sheet & document(s))
8.  37 C.F.R. § 3.73(b) Statement  Power of (when there is an assignee)  Attorney
9.  English Translation Document (if applicable)
10.  Information Disclosure Statement (IDS)/PTO-1449  Copies of IDS Citations
11.  Preliminary Amendment
12.  Return Receipt Postcard (MPEP 503)  
(Should be specifically itemized)
13.  \* Small Entity Statement(s)  Statement filed in prior application, (PTO/SB/09-12)  Status still proper and desired
14.  Certified Copy of Priority Document(s)  
(if foreign priority is claimed)
15.  Other: \_\_\_\_\_

16. If a CONTINUATING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment:

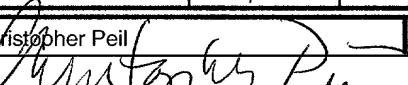
Continuation  Divisional  Continuation-in-part (CIP) of prior application No. \_\_\_\_\_ / \_\_\_\_\_

Prior application information: Examiner \_\_\_\_\_ Group / Art Unit: \_\_\_\_\_

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 4b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 17. CORRESPONDENCE ADDRESS

<input checked="" type="checkbox"/> Customer Number or Bar Code Label		22862		or <input type="checkbox"/> Correspondence address below	
(Insert Customer No. or Attach bar code label here)					
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Address					
City	State	Zip Code			
Country	Telephone	Fax			

Name (Print/Type)	Christopher Peil	Registration No. (Attorney/Agent)	45,005
Signature		Date	1/5/01

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# FEE TRANSMITTAL

## for FY 1999

Patent fees are subject to annual revision  
Small Entity payments must be supported by a small entity statement,  
otherwise large entity fees must be paid. See Forms PTO/SB/09-12.  
See 37 C.F.R. §§ 1.27 and 1.28.

TOTAL AMOUNT OF PAYMENT (\$ 1,920.00)

## Complete if Known

Application Number	Unassigned
Filing Date	Herewith
First Named Inventor	Sandholm et al.
Examiner Name	Unassigned
Group / Art Unit	Unassigned
Attorney Docket No.	ISAA0011

METHOD OF PAYMENT (check one)		FEE CALCULATION (continued)																																																																																																																													
1. <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge indicated fees and credit any over payments to: Deposit Account Number <b>07-1445</b>		<b>3. ADDITIONAL FEES</b> <table border="1"> <thead> <tr> <th>Large Entity Fee Code (\$)</th> <th>Small Entity Fee Code (\$)</th> <th>Fee Description</th> <th>Fee Paid</th> </tr> </thead> <tbody> <tr><td>105</td><td>130</td><td>205</td><td>65 Surcharge - late filing fee or oath</td></tr> <tr><td>127</td><td>50</td><td>227</td><td>25 Surcharge - late provisional filing fee or cover sheet.</td></tr> <tr><td>139</td><td>130</td><td>139</td><td>130 Non-English specification</td></tr> <tr><td>147</td><td>2,520</td><td>147</td><td>2,520 For filing a request for reexamination</td></tr> <tr><td>112</td><td>920*</td><td>112</td><td>920* Requesting publication of SIR prior to Examiner action</td></tr> <tr><td>113</td><td>1,840*</td><td>113</td><td>1,840* Requesting publication of SIR after Examiner action</td></tr> <tr><td>115</td><td>110</td><td>215</td><td>55 Extension for reply within first month</td></tr> <tr><td>116</td><td>380</td><td>216</td><td>190 Extension for reply within second month</td></tr> <tr><td>117</td><td>870</td><td>217</td><td>435 Extension for reply within third month</td></tr> <tr><td>118</td><td>1,360</td><td>218</td><td>680 Extension for reply within fourth month</td></tr> <tr><td>128</td><td>1,850</td><td>228</td><td>925 Extension for reply within fifth month</td></tr> <tr><td>119</td><td>300</td><td>219</td><td>150 Notice of Appeal</td></tr> <tr><td>120</td><td>300</td><td>220</td><td>150 Filing a brief in support of an appeal</td></tr> <tr><td>121</td><td>260</td><td>221</td><td>130 Request for oral hearing</td></tr> <tr><td>138</td><td>1,510</td><td>138</td><td>1,510 Petition to institute a public use proceeding</td></tr> <tr><td>140</td><td>110</td><td>240</td><td>55 Petition to revive - unavoidable</td></tr> <tr><td>141</td><td>1,210</td><td>241</td><td>605 Petition to revive - unintentional</td></tr> <tr><td>142</td><td>1,210</td><td>242</td><td>605 Utility issue fee (or reissue)</td></tr> <tr><td>143</td><td>430</td><td>243</td><td>215 Design issue fee</td></tr> <tr><td>144</td><td>580</td><td>244</td><td>290 Plant issue fee</td></tr> <tr><td>122</td><td>130</td><td>122</td><td>130 Petitions to the Commissioner</td></tr> <tr><td>123</td><td>50</td><td>123</td><td>50 Petitions related to provisional applications</td></tr> <tr><td>126</td><td>240</td><td>126</td><td>240 Submission of Information Disclosure Stmt</td></tr> <tr><td>581</td><td>40</td><td>581</td><td>40 Recording each patent assignment per property (times number of properties)</td></tr> <tr><td>146</td><td>760</td><td>246</td><td>380 Filing a submission after final rejection (37 CFR § 1.129(a))</td></tr> <tr><td>149</td><td>760</td><td>249</td><td>380 For each additional invention to be examined (37 CFR § 1.129(b))</td></tr> <tr><td colspan="4">Other fee (specify) _____</td></tr> <tr><td colspan="4">Other fee (specify) _____</td></tr> <tr> <td colspan="2">SUBTOTAL (1) (\$ 710.00)</td> <td colspan="2">SUBTOTAL (3) (\$ 40.00)</td> </tr> <tr> <td colspan="4">           Reduced by Basic Filing Fee Paid         </td> </tr> </tbody> </table>		Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid	105	130	205	65 Surcharge - late filing fee or oath	127	50	227	25 Surcharge - late provisional filing fee or cover sheet.	139	130	139	130 Non-English specification	147	2,520	147	2,520 For filing a request for reexamination	112	920*	112	920* Requesting publication of SIR prior to Examiner action	113	1,840*	113	1,840* Requesting publication of SIR after Examiner action	115	110	215	55 Extension for reply within first month	116	380	216	190 Extension for reply within second month	117	870	217	435 Extension for reply within third month	118	1,360	218	680 Extension for reply within fourth month	128	1,850	228	925 Extension for reply within fifth month	119	300	219	150 Notice of Appeal	120	300	220	150 Filing a brief in support of an appeal	121	260	221	130 Request for oral hearing	138	1,510	138	1,510 Petition to institute a public use proceeding	140	110	240	55 Petition to revive - unavoidable	141	1,210	241	605 Petition to revive - unintentional	142	1,210	242	605 Utility issue fee (or reissue)	143	430	243	215 Design issue fee	144	580	244	290 Plant issue fee	122	130	122	130 Petitions to the Commissioner	123	50	123	50 Petitions related to provisional applications	126	240	126	240 Submission of Information Disclosure Stmt	581	40	581	40 Recording each patent assignment per property (times number of properties)	146	760	246	380 Filing a submission after final rejection (37 CFR § 1.129(a))	149	760	249	380 For each additional invention to be examined (37 CFR § 1.129(b))	Other fee (specify) _____				Other fee (specify) _____				SUBTOTAL (1) (\$ 710.00)		SUBTOTAL (3) (\$ 40.00)		Reduced by Basic Filing Fee Paid			
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## SUBMITTED BY

## Complete (if applicable)

Name (Print/Type)	Christopher Peil	Registration No (Attorney/Agent)	45,005	Telephone	650-474-8400
Signature	<i>Christopher Peil</i>			Date	1/5/01

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